



BRAND GUIDELINES



Brand Identity Guidelines

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Date:

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Introduction

1.0

The purpose of these guidelines is to explain the use of the brand identity and to reinforce consistency in all cases where the logo is visible. This includes all marketing collateral both online and offline.

Logo Design

2.0

Full Colour Usage - Light and Dark



Single Colour Usage - Light and Dark



Same applies for icon



Logo Usage

2.1

Use width/height of the "O" in "Online" as a general guide for spacing around the logo.



DO NOT stretch/distort logo to fit a space.
ALWAYS use the exact logo proportions.
DO NOT recolour logo. Only use brand colours
for logo variations



Logo/Colour usage
with images

3.0



Brand Colours

4.0



C:0% M:0% Y:0% K:70%
Pantone 424 C
HEX: #4d4d4d



C:11% M:100% Y:100% K:2%
Pantone 1795 C
HEX: #d32027



C:40% M:40% Y:20% K:100%
Pantone black 6 C
HEX: #030006



C:0% M:0% Y:0% K:80%
Pantone 425 C
HEX: #58595b



C:45% M:0% Y:100% K:0%
Pantone 7628 C
HEX: #8f191c



C:0% M:0% Y:0% K:0%
HEX: #FFFFFF

Typography

Raleway

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789¿ ? i ! & @ ' ' " " « » %
* ^ # \$ £ € ¢ / () [] { } . , ® ©

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789¿ ? i ! & @ ' ' " " « » %
* ^ # \$ £ € ¢ / () [] { } . , ® ©

5.0

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789¿ ? i ! & @ ' ' " " « » %
* ^ # \$ £ € ¢ / () [] { } . , ® ©

</> Web Safe Font